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Amdt. Dated 5/18/2005
Response to Office action dated 03/24/2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently amended): A method of recommending web pages to an unregistered user, wherein the unregistered user is a user who has not entered a profile of any kind, the unregistered user using a web browser on a local device to browse web pages, the local device comprising an input device and an output device, the web browser for requesting web pages and for outputting web pages to the output device, the method comprising the steps of:

providing plural categories of human interest, the categories having associated therewith respective scopes

activating a client on the local device

the client monitoring browsing activity of the unregistered user

the web browser requesting a first web page

in response to the web browser requesting the first web page, the client automatically obtaining a first one of the plural categories of human interest in which the first web page belongs

after the first one of the plural categories of human interest is obtained, the client automatically obtaining a first recommendation of a second web page which is in the first one of the plural categories of human interest without referring to a user profile of any kind

while the web browser displays the first web page, the client outputting a message to the output device which informs the unregistered user of the availability of the first recommendation without referring to a user profile of any kind

the unregistered user providing input to the client indicative of the unregistered user's desire to activate the first recommendation, and in response the client causing the web browser to request the second web page

the web browser requesting the second web page

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the web browser outputting the second web page to the output device.

Claim 2 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the step of the client obtaining the first recommendation is performed after the step of the unregistered_user providing input.

Claim 3 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the client is an independent program.

Claim 4 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the step of automatic obtaining first one of the plural categories of human interest in which the first web page belongs is performed by the steps of:

providing a page categorization database comprising identifiers of web pages correlated to the plural categories of human interest

looking up the first web page in the page categorization database to thereby obtain a first one of the categories of human interest corresponding to the first web page.

Claim 5 (Previously presented): The method of recommending web pages to an unregistered user of claim 4 further comprising the steps of:

the web browser storing a first resource locator corresponding to the first web page into an address bar object

the client copying the first resource locator from the address bar object and using the first resource locator for looking up the first web page in the correlation table.

Claim 6 (Previously presented): The method of recommending web pages to an unregistered user of claim 5 wherein the first resource locator comprises a uniform resource locator.

Claim 7 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 further comprising the step of providing the unregistered user with the option to access a next recommended web page.

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Claim 8 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the output device comprises a display, and the web browser outputs web pages on the display.

Claim 9 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 further comprising the steps of:

the client automatically obtaining a second recommendation of a third web page which is in the first one of the plural categories of human interest

after the step of the web browser outputting the second web page to the output device, the unregistered user providing input to the client indicative of the unregistered user's desire to activate the second recommendation, and in response the client causing the web browser to request the third web page

the web browser outputting the third web page to the output device.

Claim 10 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the recommendation is provided to the unregistered user for free.

Claim 11 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 further comprising, after the step of the unregistered user providing input, assessing a charge against an account for making the first recommendation.

Claim 12 (Currently amended): A computer-readable software program product for recommending web pages to an unregistered user in conjunction with plural categories of human interest, the categories having associated therewith respective scopes, wherein the unregistered user is a user who has not entered a profile of any kind, the unregistered user using a browser on the computer to browse web pages, the computer comprising an input device and an output device, the browser for requesting web pages and for outputting web pages to the output device, the software comprising a set of instructions for causing the computer to:

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monitor the browser and determine that the browser has requested a first web page
in response to the computer determining that the browser has requested a first web page,
automatically obtain a first one of the plural categories of human interest in which the first web page
belongs

automatically obtain a first recommendation of a second web page which is in the first
one of the plural categories of human interest without referring to a user profile of any kind

while the browser displays the first web page, output a message to the output device
which informs the unregistered user of the availability of the first recommendation without
referring to a user profile of any kind

accepting a first unregistered user input which shows the unregistered user's desire to activate
the first recommendation,

cause the browser to request the second web page.

Claim 13 (Previously presented): The computer-readable software program product for
recommending web pages to an unregistered user in conjunction with plural categories of human
interest of claim 12 wherein the first recommendation is obtained after the unregistered user input is
accepted.

Claim 14 (Previously presented): The computer-readable software program product for
recommending web pages to an unregistered user in conjunction with plural categories of human
interest of claim 12 further comprising instructions for causing the computer to determine the first
one of the plural categories of human interest in which the first web page belongs.

Claim 15 (Previously presented): The computer-readable software program product for
recommending web pages to an unregistered user in conjunction with plural categories of human
interest of claim 12 wherein the instructions for causing the computer to automatically obtain a first
one of the plural categories of human interest in which the first web page belongs include
instructions for causing the computer to look up the first web page in a page categorization database
comprising identifiers of web pages correlated to the plural categories of human interest to thereby

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determine the first one of the categories of human interest corresponding to the first web page.

Claim 16 (Previously presented): The computer-readable software program product for recommending web pages to an unregistered user in conjunction with plural categories of human interest of claim 15 further comprising instructions for causing the computer to copy a first resource locator from an address bar object of the browser and use the first resource locator for looking up the first web page in the page categorization database.

Claim 17 (Previously presented): The computer-readable software program product for recommending web pages to an unregistered user in conjunction with plural categories of human interest of claim 12 further comprising instructions for causing the computer to provide the unregistered user with the option to access a next recommended web page.

Claim 18 (Previously presented): The computer-readable software program product for recommending web pages to an unregistered user in conjunction with plural categories of human interest of claim 12 further comprising instructions for causing the computer to:

automatically obtain a second recommendation of a third web page which is in the first one of the plural categories of human interest

accept a second unregistered user input which shows the unregistered user's desire to activate the second recommendation

cause the browser to request the third web page.

Claim 19 (Previously presented): The computer-readable software program product for recommending web pages to an unregistered user in conjunction with plural categories of human interest of claim 12 further comprising instructions for causing the computer to assess a charge against an account for making the first recommendation.

Claim 20 (Currently amended): A local device for browsing units of electronic content in conjunction with plural categories, the local device comprising:

an input device

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an output device

a browser for requesting units of electronic content and for outputting the units of electronic content to the output device

a client for recommending units of electronic content to an unregistered user of the local device, wherein the unregistered user is a user who has not entered a profile of any kind, the client including instructions to

monitor the browser and determine that the browser has requested a first unit of electronic content

in response to the determination that the browser has requested a first unit of electronic content, automatically obtain a first one of the plural categories in which the first unit of electronic content belongs

automatically obtain a first recommendation of a second unit of electronic content which is in the first one of the plural categories without referring to a user profile of any kind

while the browser displays the first unit of electronic content, output a message to the output device which informs the unregistered user of the availability of the first recommendation without referring to a user profile of any kind

accept a first unregistered user input which shows the unregistered user's desire to activate the first recommendation,

cause the browser to request the second unit of electronic content.

Claim 21 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20 wherein the first recommendation is obtained after the unregistered user input is accepted.

Claim 22 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20, the client further comprising instructions to determine the first one of the plural categories in which the first unit of electronic content belongs.

Claim 23 (Previously presented): The local device for browsing units of electronic content in

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conjunction with plural categories of claim 20 wherein the instructions to automatically obtain a first one of the plural categories in which the first web page belongs include instructions to look up the first unit of electronic content in a categorization database comprising identifiers of web pages correlated to the plural categories to thereby determine the first one of the categories corresponding to the first unit of electronic content.

Claim 24 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20, the client further comprising instructions to copy a first resource locator from an address bar object of the browser and use the first resource locator to look up the first unit of electronic content in the categorization database.

Claim 25 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20, the client further comprising instructions to provide the unregistered user with the option to access a next recommended web page.

Claim 26 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20, the client further comprising instructions to:

automatically obtain a second recommendation of a third unit of electronic content which is in the first one of the plural categories

accept a second unregistered user input which shows the unregistered user's desire to activate the second recommendation,

cause the browser to request the third unit of electronic content.

Claim 27 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20 further comprising instructions for causing the computer to assess a charge against an account for making the first recommendation.

Claim 28 (Currently amended): A method of recommending electronic content to an unregistered user, wherein the unregistered user is a user who has not entered a profile of any kind, the unregistered user using a browser on a local device to browse content, the local device comprising an

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input device and an output device, the browser for requesting content and for outputting the requested content to the output device, the method comprising the steps of:

providing plural categories

activating a client on the local device

the client monitoring browsing activity of the unregistered user

the browser requesting a first unit of electronic content

in response to the browser requesting the first unit of electronic content, the client automatically obtaining a first one of the plural categories of human interest in which the first unit of electronic content belongs

after the first one of the plural categories is obtained, the client automatically obtaining a first recommendation of a second unit of electronic content which is in the first one of the plural categories without referring to a user profile of any kind

while the web browser displays the first web page, the client generating a message on the output device which informs the unregistered user of the availability of the first recommendation without referring to a user profile of any kind

the unregistered user providing input to the client indicative of the unregistered user's desire to activate the first recommendation

the browser outputting the second unit of electronic content to the output device.

Claim 29 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the step of the client obtaining the first recommendation is performed after the step of the unregistered user providing input.

Claim 30 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the client determines the first one of the plural categories in which the first unit of electronic content belongs.

Claim 31 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the client is an independent program.

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Claim 32 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the step of automatic obtaining first one of the plural categories in which the first unit of electronic content belongs is performed by the steps of:

providing a categorization database comprising identifiers of unit of electronic content correlated to the plural categories

looking up the first unit of electronic content in the categorization database to thereby obtain a first one of the categories corresponding to the first unit of electronic content.

Claim 33 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 further comprising the step of providing the unregistered user with the option to access a next recommended unit of electronic content.

Claim 34 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the output device comprises a display, and the web browser outputs unit of electronic content on the display.

Claim 35 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 further comprising the steps of:

the client automatically obtaining a second recommendation of a third unit of electronic content which is in the first one of the plural categories

after the step of the browser outputting the second unit of electronic content to the output device, the unregistered user providing input to the client indicative of the unregistered user's desire to activate the second recommendation, and in response the client causing the browser to request the third unit of electronic content

the browser outputting the third unit of electronic content to the output device.

Claim 36 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the recommendation is provided to the unregistered user for

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free.

Claim 37 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 further comprising, after the step of the unregistered user providing input, assessing a charge against an account for making the first recommendation.